

ABSTRACT OF THE DISCLOSURE

A communication dealer terminal stores advertisement data and consumer's position data and taste data, selects advertisement data on the basis of
5 the position data, taste data and time, and transmits the selected advertisement data to consumers. Each consumer terminal includes a means for transmitting the position data to the communication dealer terminal, a means for displaying received advertisement data, and
10 a means for transmitting a reservation request of a goods or the like selected by the consumer from the advertisement data to the communication dealer terminal. A company terminal includes a means for transmitting advertisement data to the communication dealer terminal,
15 and a means for accepting a reservation request via the communication dealer and executing a reservation process, a means for checking whether a consumer coming to shop has requested a reservation, and a means for selling a goods or the like. Thus it is possible to make a
20 pin-point distribution advertisement data taking consumer's time, position and taste into considerations and lead consumer's purchase requests to advertisement offerer.